

Message Text

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TO SECSTATE WASHDC 7987

USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP, BL

SUBJ: TRADE PROMOTION: VIEDO TAPE PRESENTATIONS

1. RECENTLY RECEIVED "MARKETPLACE USA" VIEDO TAPE HAS BEEN SHOWN PUBLICALLY AND RECEPTION WAS MOST FAVORABLE. TOP FILM HAS BEEN SHOWN NUMEROUS TIMES WITH OUTSTANDING RESULTS. BOTH ITEMS PROJECTED IN EMBASSY COMMERCIAL SECTION AND IN PUBLIC ESTABLISHMENTS TO INTERESTED BUSINESSMEN AND GROUPS.

8 APPEARS USIA WILL INCREASE NUMBER OF VIDEO TAPE RECORDINGS. US INDUSTRY IS ALREADY EMPLOYING VIDEO TAPE MEDIA AS AN EFFECTIVE SALES PROMOTION TOOL. COMMERCIAL SECTION WOULD LIKE TO BE ABLE TO FOLLOW ALONG WITH THIS DUAL GREATER USE OF VIDEO TAPE RECORDINGS BY HAVING A SYSTEM INSTALLED IN LIBRARY.

3. CONFIDENT USDOC CAN OBTAIN ON A LOAN BASES SELECTIVE INDUSTRY TAPES WHEN SO REQUESTED BY EMBASSY. SHOWING OF VIDEO TAPE HAS MULTIPLE APPLICATIONS SUCH AS TO ASSIST FOREIGN BUYERS PROGRAM IN US TRADE EXHIBITIONS PROMOTION.

4. VISITORS TO OUR LIBRARY AVERAGE BETWEEN 150/200 PER MONTH. THESE ARE NOT "FISHERS" NOR PROMOTERS BUT ACTIVE BOLIVIAN BUSINESSMEN SEEKING DIRECT AND SELECTIVE INFORMATION. WE SEEK TO FURTHER ASSIST BY BEING ABLE WITHIN A FEW MINUTES TO OFFER VISUAL PRESENTATIONS AND CONSEQUENTLY INCREASE USE OF LIBRARY.

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5. ADVISE WHETHER (1) FUNDS CAN BE MADE AVAILABLE TO PURCHASE
A VIDEO TAPE SYSTEM (2) WHETHER USDOC CAN PROVIDE ON LOAN
BASIS, INDUSTRY VIDEO TAPES.PARKER

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